

## Answers to Frequently Asked Questions Regarding the former Eagle's Nest Land Acquisition

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*The former Eagle's Nest is located at 3251, 3263-3265 and 3279 Nicolet Drive, Green Bay, WI.*

**Q: Why is the county looking at acquiring this property?**

**A:** For a variety of reasons...

[On July 18, 2018](#), a County Board Supervisor submitted the following Communication to the Education and Recreation Committee: *"Have the Parks Department look into purchasing the old Eagle's Nest to add a much-needed Safe Harbor and Boat Launch."*

The [2017 Brown County Parks and Outdoor Recreation Plan](#) identifies specific goals and objectives for acquiring new park property to meet future needs, and pursuing funding opportunities from state and federal programs

Also, this is following the recommendations of other county studies and plans, a number of local municipal comprehensive plans, and the statewide plan that all identify the need for increased public access to area water resources.

Increased water access means different things to everyone: whether it is a spot to get your feet wet, view a sunset, launch a boat, launch a kayak or SUP, fish from shore, or rest and relaxation. A small percentage of our County's population lives on the water and public access points are very limited.

This property is likely the last available location suitable for public access to the bay of Green Bay. The main benefits are the size, location, and existing breakwater footprint.

**Q: I'm not a boater, why is an additional boat launch important to our community?**

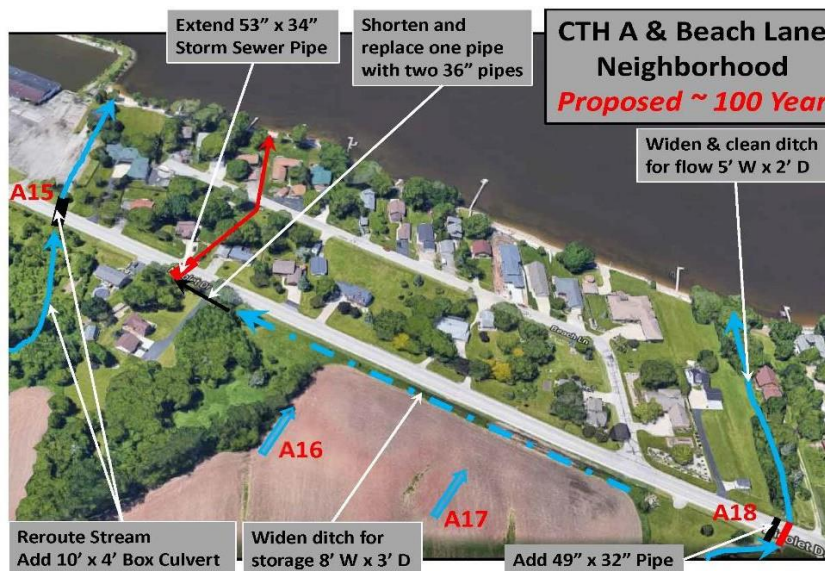
**A:** The bay of Green Bay provides 66 square miles of water within Brown County borders, and as of December 2, 2019 there are 21,661 boats registered by Brown County residents. Currently, three (3) developed boat launch sites exist, with only one improved launch directly on the bay (Bay Shore). These launches are not meeting current user demand. Severe storm trends are on the rise as indicated in the [Inventory and Analysis of Brown County Marinas, Launches and Harbors for Watercraft Safe Refuge](#) document. The bay is an arm of Lake Michigan and weather conditions can change rapidly, leaving boaters to have to quickly decide how to get to safe harbor when weather conditions suddenly threaten their safety. Strategically placed boat launches around a body of water are more beneficial than one large developed launch. Law enforcement agencies and fire departments have also expressed support for this project due to safety reasons. Furthermore, public water access contributes to our outdoor heritage by allowing everyone access to additional shore fishing opportunities, non-motorized watercraft access, viewing sunsets and improving quality of life which contribute to the economic vitality of our community.

**Q: Why this specific location?**

**A:** This site is located approximately mid-point between the Bay Shore landing and Metro landing, with a total shoreline distance of approximately 16 miles. Historically, the site has been operated commercially as a bar, supper club, wedding/event banquet facility, boat rental facility and mooring facility for more than 60 years. The main parcel is zoned commercial and a public park/launch facility fits within current zoning restrictions and is similar to the site's historic use as a marina. The property is also located on a County Trunk Highway to the east and the Lake Michigan to the west. In addition, the west shore is primarily emergent wetlands with shallow water depth and little, if any, future opportunity exists for additional developed launches. The east shore is developed and bluffs of the Niagara Escarpment limit future access. This site may be the last available site for a developed access point for the community.

**Q: The immediate area has experienced flooding. Why would the county spend money on this project versus residential flooding?**

**A:** The grants sought for purchase of the Eagle's Nest property are specific for outdoor recreation. However, the resolution before the Brown County Board of Supervisors highlights the public outdoor recreation project and flooding. The combined effort of the two projects will save taxpayer dollars, versus the County having to acquire the northern property through eminent domain. As highlighted by Brown County Public Works Director Paul Fontecchio, flood abatement can be achieved through green infrastructure while capturing water from the immediate area and filtering pollutants before that water runs into the bay. (See the blue lines on the map, especially A15)



**Q: What is the property worth and what is the status of this project?**

**A:** The property has been appraised by two qualified firms. The high appraisal is \$1,406,000 and the low appraisal is \$1,220,000. The County has received an accepted tentative Commercial Real Estate Offer in the amount of \$1,050,000 for the three parcels. This offer is contingent upon County Board approval, grant funding securement, and other items. The County has

tentatively been awarded a Wisconsin DNR grant for a portion of the purchase. A second grant has been awarded by the Natural Resource Damage Assessment fund for \$605,500. Other funding in the amount of \$195,500 is from the Public Works Department.

**Q: If the Brown County Board of Supervisors accepts this acquisition what are the next steps and how will future development be funded?**

**A:** Development is not required to commence upon acquisition. It is anticipated that all building structures will be removed from the property, and grant funding will be sought for that purpose once the three parcels are in Brown County's name. At that point a master plan process would begin, with neighborhood and community engagement. Once the master plan is approved by the County Board, funding would be sought for development. This may be 2 or more years down the road before development begins.

Grants, alternative funding sources and boat landing fees would be sought for future development. Currently, Brown County does not own the land, so we are unable to apply for development grants without a deed to the property. The final design plan process will include opportunities for neighborhood and community involvement and will drive final costs for development. Once the final design is complete a cost estimate will be developed.

Building demolition costs are estimated at \$126,000 (including a 20% contingency). Site development costs for parking, concrete ramps in water, storm water management, lighting, breakwater repairs, and site stripping/demo are estimated at \$1.75 million to \$2 million. Based on increase or decrease of development scale the price could be reduced or increased.

**Q: How would ongoing maintenance of the new site be funded?**

**A:** Brown County has an established Ordinance 8.12 entitled, "COUNTY BOAT RAMPS", requiring all watercraft used or capable of being used as a means of transportation on the water to pay the set rates as approved by the Brown County Board of Supervisors. A segregated fund, managed by the Parks Department, has allowed ongoing maintenance to be funded through user fees and matching grants, if necessary. This fund is only utilized for boat landing maintenance, operation and capital expenditures. Adding an additional launch will not negatively impact maintenance on current launches, and a multi-municipal pass increase is being proposed.

**Q: How much traffic do public parks on the water draw?**

**A:** It is difficult to determine the exact amount of traffic from the general public, but it is dependent upon the weather and day of the week. Specifically, boat launches are utilized primarily on summer weekends when the weather is calm. We see limited days where boating conditions are ideal during these months. If we assume a capacity of 80 vehicle/trailer parking stalls, and turnover rates are twice a day, maximum daily vehicle/trailer traffic would equal 160 units over a 12-hour day. This assumption provides traffic data at the upper limit of routine use and does not occur daily. Additionally, on inclement weather days or seasonally when boat launches are not used as much, the property will still be available as a waterfront viewing location and vehicular trailer traffic will be limited.

**Q: What is the status of the Bay Shore launch and Harbor Design plan?**

**A:** The Harbor Design and park plan is in progress. The Harbor Design plans range from \$605,000 for breakwater and parking lot improvements, up to \$10,726,000 for lakebed grant securement for parking and launch expansion. The Eagle's Nest site will reduce congestion at Bay Shore and eliminate the need for major expansion into the waters of the bay at the Bay Shore parks site. This will save millions of development dollars.

Grant dollars for the Eagle's Nest site are specific for that site and may not be reallocated by Brown County for use on Bay Shore County Park repairs or improvements. These are two separate projects.

**Q: What is the economic impact of the bay versus property tax loss?**

**A:** The [Economic and Fiscal Impact of Green Bay Recreational Fishing](#) study, released in 2019, shows there is \$263.8 million in annual economic benefit from recreational fishing, generates \$14.8 million in annual state and local taxes and supports 2,711 full-time jobs for the local communities. The economic impact is not known for hunting, recreational boating and other non-motorized uses, but these activities likely generate additional significant economic benefit to the local economy. The current property taxes are \$47,059.

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